

ROTARY CLUB OF BIRATNAGAR DOWNTOWN

CLUB ID. 69937 (District 3292)

Proposed Annual Strategic Plan 2025-26

Theme: "Unite for Good" | Vision: "Teamwork Divides the Task & Multiplies the Success"

1. Club Administration & Governance

Club Meetings & Operations

- Hold **weekly meetings** to maintain continuity and engagement.
- Schedule at least: 6 Club Assemblies, 12 Board Meetings, Standing Committee Meetings as needed.
- Conduct **AGM before 31st December 2025**.

Governance & Strategy

- **Review/Update Bylaws** to ensure alignment with RI policies.
- **Update Strategic Plan** to define long-term club goals and impact areas.

Fellowship & Club Programs

- Organize 6 **Classification Talks**.
- Invite diverse **guest speakers**.
- Host **Family of Rotary** and **CP Babies fellowship** programs.

Education & Training

- Promote **Leadership and Club Management** courses.
- Hold **COTS , fellowship + training** events; encourage use of My Rotary & Rotary Learning Center.

Rotary Engagement & District Participation

- Ensure 100% member registration on **My Rotary**.
- Encourage participation in **RYLA, Inter-City Meet, District Conference**, and **Rota Quiz**.

Publications & Tools

- Release **monthly bulletin** – *VISION: The Downtown Times*.
- Maintain **Rotary Club Central** with updated achievements.

Fundraising & Finance

- Organize fundraising events like **Rotary Trade Fair** to support all service initiatives.
- Maintain **monthly reporting**, transparency, and accountability in club finances.

Inter-Club Relations

- Strengthen ties with **RC Fusion** and other clubs for collaboration and mentorship.

Compliance

- Ensure **on-time payment** of RI Dues, District Dues, and Rotary Magazine subscriptions.
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2. Membership Development

Research & Assessment

- Conduct **Classification, Satisfaction, Exit Survey** and **Diversity Surveys** to guide data-driven strategies.

Growth & Diversity

- Target **5% net growth**, especially by onboarding **young professionals and women**.
- Promote **Rotaractor transition** into full Rotary membership.

Engagement & Retention

- Honouring Past Presidents for their relentless work by “Grace and Grit Legacy”- Honouring those who shaped the club with strength and elegance.
- Award **Member of the Month**, leadership roles, and orientation programs.
- **Aim for 100% Member Retention** & Provide **early involvement** in projects and committees.

Membership Committee

- Form a 3–4 member committee to:
 - Oversee new member onboarding and mentorship.
 - Track & report data to RI.
 - Run feedback-based initiatives.
 - Explore **Satellite, Cause-based, and Passport Clubs**.
 - **New Member Orientation Program**

Rotary Synergy Program

- Launch “**Rotary Advantage Card**” with local businesses offering benefits to Rotarians.
- Strengthen community relationships and membership value.

3. 📢 Public Image & Communication

📢 Outreach

- Publish activities via **social, print, and electronic media**.
- Celebrate **Rotary Day** and promote **signature projects**.

➡️ Digital & Branding

- Ensure **consistent logo use**, social media updates, and digital operations.
- Share on **Rotary Showcase**, collaborate with non-Rotary orgs.

🏠 Branding Campaigns

- Launch 100 **Rotary Table Calendar**, 100 Rotary logo printed merchandise for Token of Love through **Rotary E-Shop**, and 100 **Rotary Certificates & Frames**.
- Promote **4-Way Test**, **Road Safety Campaign**, and **Rotary Quiz**.
- Celebrate **World Polio Day** and **World Rotary Day** with events like **Rotary Cricket League**

Promote Signature Projects:

- Increase the visibility of the **CP Baby Day Care Centre** by Launching a small film and other key signature projects through local media.

🌐 SERVICE PROJECT GOALS – 2025-26

A. COMMUNITY SERVICE

Flagship: CP Day Care Centre

- Continue support via **meals, therapy, transport**, health/dental camps, awareness events, and facility improvement.
- Aim to **furnish Rotary Club of Biratnagar SCNRC - CP Day Care Centre**.
- Organize **Bal Diwas**, **Christmas & World CP Day Celebration**
- **“Supporting Little Steps”**, Gift Registry Scheme to encourage people donate things for CP Centre

B. PEACE & CONFLICT PREVENTION

- Conduct programs on **domestic violence, child abuse, mental health**, and **“Atmasuraksha”**- Self-defense training for girls

- Launch **“Glow for Life”**– reflective collars for stray animals and **“Stray Harmony”** – humane stray management for community safety and animal welfare.
 - Host awareness **talk show on gaslighting**.
 - **“Arogyam”**- Yoga & mental health programs
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C. BASIC EDUCATION & LITERACY

Support the TEACH Model:

- T – Award a **teacher** for nation-building.
- E – Set up **e-learning lab**.
- A – **Adult Literacy** for 50 women/girls.
- C – **Child development** , **Competitions, dental kits, scholarships**.
- H – **Happy School support** (Girl’s toilets, drinking water station, Library resources)

Other Initiatives:

- “Back to School” (25 dropout girls), **Boardroom Bytes** - digital literacy training for business leaders., smartphone training for elderly, life skills, and teacher training on AI.
 - Sports kits donation in 10 schools.
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D. MATERNAL & CHILD HEALTH

- Organize health camps; promote **HPV vaccination** in collaboration with **Swasthya Mantralaya, cervical cancer screening** (HPV DNA test camps), and awareness.
- **Provision of cervical cancer medication** to local health centers

Menstrual Health & Hygiene Initiatives:

“KindPads – Kind to the Body, Kind to the Planet”- Distribution of **600 reusable cloth pads**

“Cup Story – Empower Her, Empower Earth”- Awareness and distribution of 100 **menstrual cups**

E. WATER, SANITATION & HYGIENE (WASH)

- Construct **Rotary Sanitation Hub** (9 toilets, 3 urinals, water station with chilling plant & filter, sanitary napkin vending machine, incinerator and Mobile charging Kiosk) through Global Grant.
- Install **10 hand pumps, 2 toilets at CP Center, and water chilling plant** .
- Conduct **hygiene awareness** and distribute **100 hygiene kits**.

- Construct **2 Toilets** at the proposed **CP Rehabilitation Center**, enhancing sanitation and dignity for children with special needs.
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F. ECONOMIC & COMMUNITY DEVELOPMENT

Sustainable Livelihood

- Distribute **200 fruit plants**, promote **mushroom farming**.
- **Workshops led by women**, promoting **peer learning and paid opportunities**
- **Pump for Progress – Tubewell for Irrigation**

Women Empowerment

- Train in **stitching, reusable pad making, phenyl- soap making**, trousseau packing, pote & mala making and traditional crafts.

Skill Development

- Offer **“Skillbrew Nepal”-barista training, “Jar to Joy”-food preservation, and “eSakhi”-e-rickshaw driving training**.
- Sewing Skill Centre with Budhiganga Nagarpalika & CP Centre building.
- **“Raahini”-pathway to employment & environment**, eRiksha Driving Training and arranging Loans for women to buy eRiksha for employment

Recognition & Support

- Launch **Skill Centres**, and give **Community Service and Vocational Awards**.

Livelihood Support

- **“EcoStride – Empower Her, Empower Earth”**- Distribute 50 **bicycles**, hold **“Udyami Shiksha”**-peer workshops on how to register and start a business, and set up **“Charity for Change”**-Revive- Rewear- Rebuild.
- **“The Shades”-umbrella distribution to vegetable vendors**

Relief Efforts

- Blanket Distribution **for underprivileged families during winter**.

Culture

- **“Bridging Generations”** – preserve Nepalese traditions **indigenous knowledge and crafts** through community workshops and intergenerational learning.

G. DISEASE PREVENTION & TREATMENT

- Conduct **health camps**, vision camps, and **ENT check-ups**.
- **“Netra Shakti”**-Perform **20 cataract surgeries**, **“Touch of Sight”** distribute 100 white canes, and **portable toilets** for CP children.
- Support **HPV testing**, **alcohol awareness**, and **women’s health screening**.
- Launch **“Saksham-Enabling Lives”** – distribute 50 artificial limbs.

Disability-Aid Equipment Support

- Distribution of **14 portable toilet chairs** for **CP babies**, aiding hygiene, comfort, and dignity for children and caregivers.

H. ENVIRONMENTAL SUSTAINABILITY

Plantation & Green Drives

- Plant and distribute **1,500 saplings**, run **mass drive (July 26)**
- Promote **Seed Ball Making & Distribution** to encourage community-based reforestation.

Waste Management

- Install **dustbins**, **shredder**, and run **cleanliness campaigns**.
- Conduct **waste survey** at Gudri market.

Recycling

- **“Threads of Hope”** – A collection campaign for old clothes and reusable items for those in need.
- **“Trash to Treasure”** – Install **decomposition bins** to promote home and community composting.
- **“Green Habit, Clean Future”** – Conduct **awareness sessions on composting** and sustainable waste disposal.
- **“Reborn Threads”** – Promote **recycling and repurposing clothes**, and **Decomposting home bins**.

Eco-Conscious Living

- Distribute **700 cloth bags** under the campaign: **“Carrying Values, Not Just Things.”**
- Transition club ops to **paperless** systems.
- **“EcoRasoi”**- **Eco friendly Kitchen revolution** by distributing induction stoves to women to save trees, smoke from burning and lesser cooking time to add more time to earn.

I. VOCATIONAL & YOUTH SERVICE

- Present **Vocational Excellence Award**.
- Host skill workshops, student **career counseling**, and youth **environment competitions**.
- Engage Rotaracts in **projects and RYLA**.
- **Etiquette training workshop** for young girls
- **Leadership training through elocution** session.

J. ROTARY FOUNDATION – 2025

- Promote **EREY** (\$25/member), raise **\$200 for Polio Fund**.
- Implement projects via **Global & District Grants**.
- Encourage PHF, MPHF, and PHS recognition.
- Ensure participation in **TRF and Grant Management Seminars**.
- Contribute atleast **5000\$ to Annual Fund**.

Unique Public Campaigns

- **“The Rotary Tapestry”** ▪ Monthly storytelling series on members’ service impact
- **Road Safety for All** ▪ Awareness drive with Rotary-branded barricades at major chowks
- **Rotary E-Shop** Launch ▪ Online platform for purchasing Rotary merchandise
- **“Who is a Rotary Guru?”** ▪ A quiz online or offline for Rotarians testing their Rotary Knowledge
- **Inner Circle Retreat** – Heal. Connect. Grow. (Ayurvedic Retreat) ▪ Health and wellness residential camp for Rotarians and Non Rotarians at Balaji Nirog Dham inviting members of society to learn about health and wellness while promoting Rotary’s values.
- **A District Health program** under the umbrella of our club- a tie up with Max chain of Hospitals **offering discounts to All rotarians their families and their dependents of District 3292.**
- **“Bin it Win it- Clean Biratnagar Drive”** 500 car bin distribution drive in Govt., Private and Public four wheelers

Execution & Monitoring

- **Monthly progress updates** on all goals.
- Collect **feedback** from members and beneficiaries to improve execution and impact.